

Exhibit B12

Public Redacted Version

EXHIBIT 12
FILED UNDER SEAL

MATCHGOOGLE00087739

Thank you - I also have an update on some GBP tests we have run ... unfortunately [REDACTED]
[REDACTED]
[REDACTED]

On Jun 19, 2018, at 10:43 AM, Purnima Kochikar <kochikar@google.com<mailto:kochikar@google.com>>
wrote:

Hi Adrian,

I am in NYC for work and had an unexpected conflict. Sorry I could not make your call. I thought I emailed you through the calendar, but realized that you are not on the invite, only Alyssa was. My apologies.

A quick update - we discussed your feedback at length and we are taking the time to figure out how best to address. Nothing new to report at this time. We will keep you posted.

Alyssa, please reschedule. Thanks.

P

--

Purnima Kochikar
Google Play, Apps & Games
kochikar@google.com<mailto:kochikar@google.com>
+17813548147

--

Purnima Kochikar
Google Play, Apps & Games
kochikar@google.com
+17813548147

Exhibit B13

Public Redacted Version

EXHIBIT 21
FILED UNDER SEAL

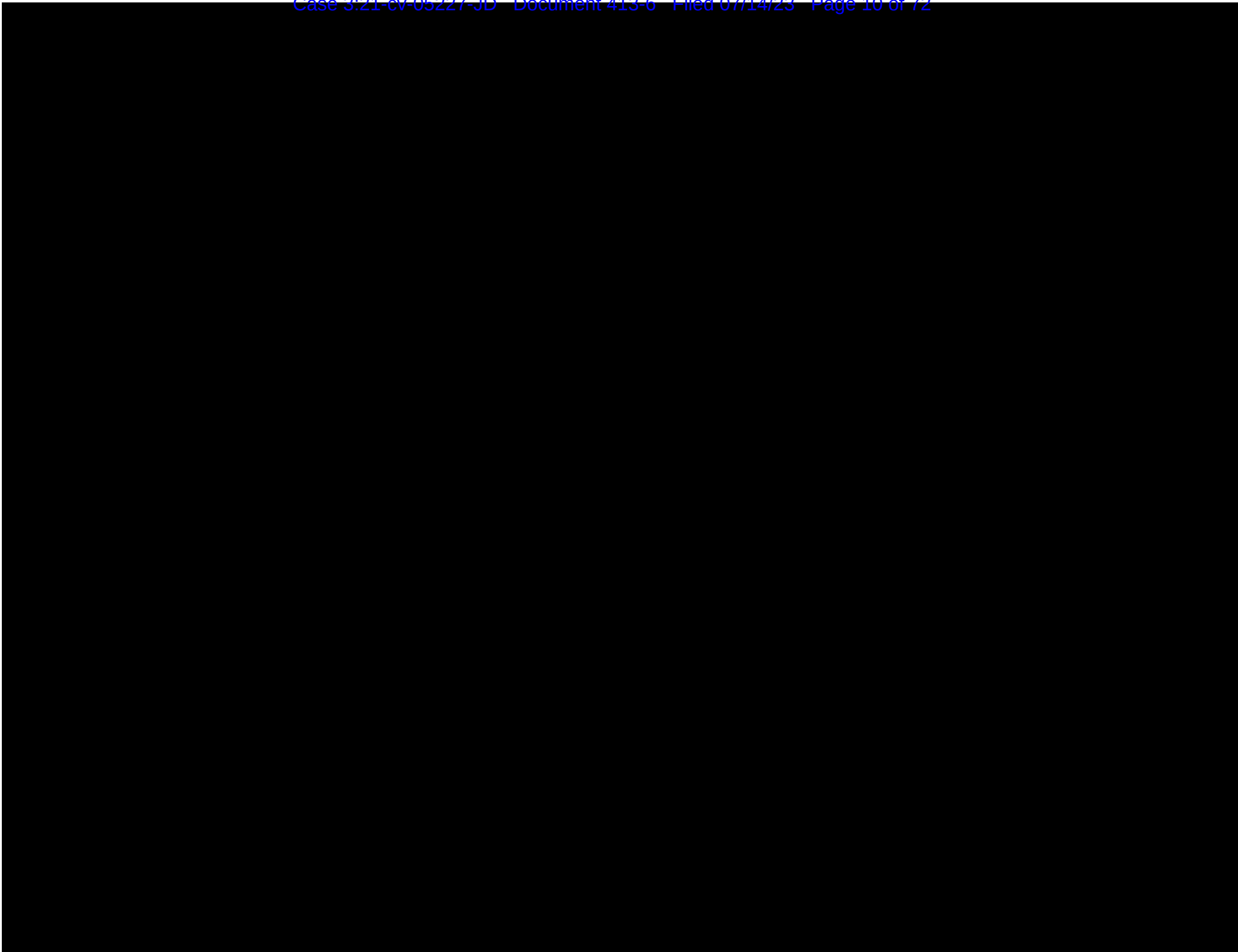




Exhibit B14

Public Redacted Version

EXHIBIT 23
FILED UNDER SEAL

Exhibit B11

Public Redacted Version

EXHIBIT 22
FILED UNDER SEAL



Match Group Product Update

2/28/2022

CONFIDENTIAL AND SUBJECT TO NDA

Proprietary and confidential

Agenda

1. Status update on previous, mutually prioritized Match product asks
2. Play product update: Subscription Platform EAP
3. Next steps

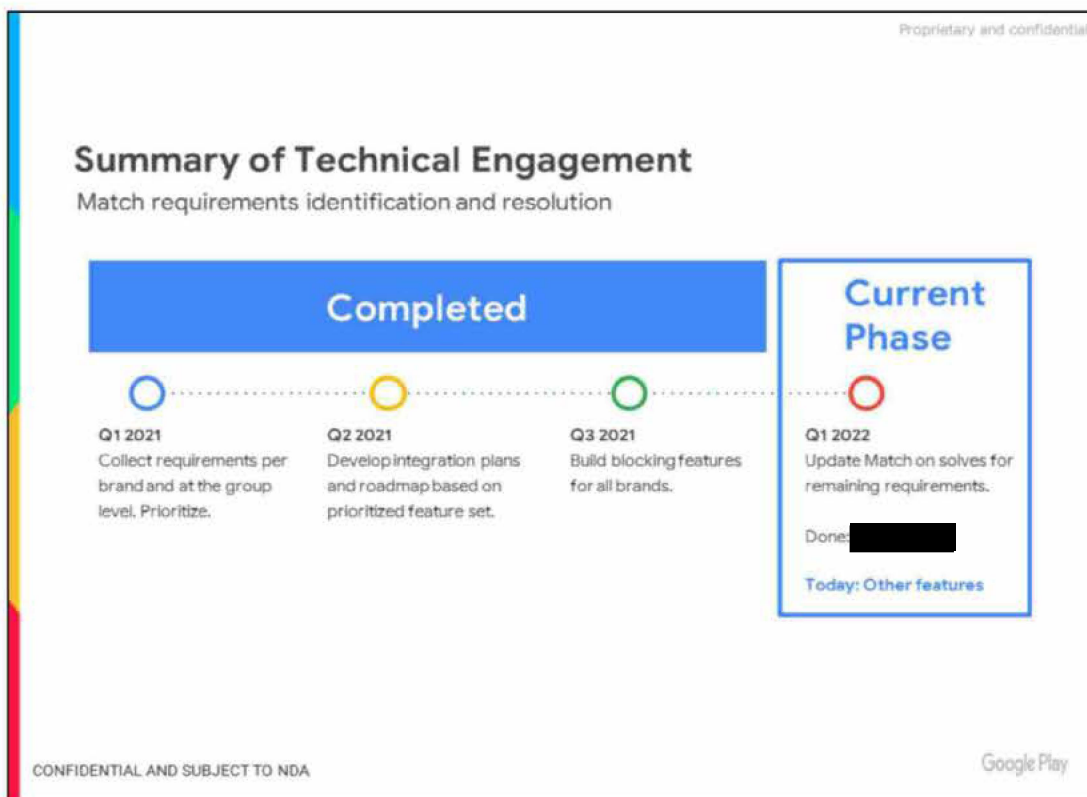
CONFIDENTIAL AND SUBJECT TO NDA

Google Play

Previous, Mutually Prioritized Match Product Asks

CONFIDENTIAL AND SUBJECT TO NDA

Google Play



Proprietary and confidential

Match Requested GPB Features

Mutually prioritized gating features Shared tracker	Additional FOPs
	Large value SKUs
	2, 4, 8 month subscription periods
	Subscription bundles
Mutually prioritized fast follow features Shared tracker	[REDACTED]
	One day prepaid plans

CONFIDENTIAL AND SUBJECT TO NDA

Google Play

Note that we can cover Q12022 requirements thanks to new features launched since our last technical engagement

Our two teams, together, agreed on what was gating vs fast follow, in the shared tracker

also you can voice over these were gating, and fast follow for gpb adoption and compliance (would prefer not to write it down)

Proprietary and confidential

Additional FOPs

Launched (or launching imminently)

<p>Details</p>	<p>Additional Match requested FOPs now available</p> <ul style="list-style-type: none"> ● PSD2 ● IDEAL for OTP ● Digital wallets (PlcPay) ● Card tokenization <p>Match requested FOPs launching imminently</p> <ul style="list-style-type: none"> ● SEPA Direct Debit ● Boleto ● Instant bank transfers (Pix) for OTP <p>FOPs already available on the Platform include</p> <ul style="list-style-type: none"> ● Credit cards and debit cards ● Mobile phone billing ● Paypal ● Play gift cards <p>Supported FOPs varies by country</p>
Brands requesting additional FOPs	<ul style="list-style-type: none"> ● Meetic ● LATAM
Action items requested from Match Group	N/A

CONFIDENTIAL AND SUBJECT TO NDA

Google Play

- Consult our article in Help Center
- Don't support Amex Digital at this time
- Exploring Delegated Authentication

Id	Date	Text Proprietary and confidential
1	03/15/2022 15:24:24	thanks rich. it looks like we hve ideal for otp already. whats otp?
2	03/15/2022 15:26:20	and one more: Instant bank transfers @josephmills@google.com what's eta for it?
1	03/15/2022 18:39:19	<p>@josephmills@google.com @sshantikumar@google.com</p> <p>Hi Joe, Swetha,</p> <p>The partner is looking for more details on the 'launching imminently' FOPs on this slide. Here are the main three they are pointing out as blocking them from compliance:</p> <ul style="list-style-type: none"> - IDEAL - SEPA - SOFORT - Direct debit in DE <p>Can you provide an update on these and see if it's possible to provide a delivery date estimate?</p> <p>@ggalyan@google.com FYI</p> <p>_Reassigned to Joseph Mills_</p>
1	03/15/2022 18:39:19	<p>[REDACTED] SEPA isn't a FOP so not sure what it's referring to.</p> <p>-IDEAL is launched (for one time purchases and balance purchases - balance purchases can be used for subscriptions)</p> <p>-SOFORT is not a FOP on our roadmap</p> <p>[REDACTED]</p>
<p>CONFIDENTIAL AND SUBJECT TO NDA Google Play</p>		

Proprietary and confidential

Large Value SKUs

Confirmed for up to \$5k (pending approval of SKUs)

Details	<p>Increased SKU value limit to \$5k USD</p> <ul style="list-style-type: none"> ● Available via allowlist for predetermined country + SKU + price ● Once approved, Match would be able to add the SKU in the console, per the normal process
Brands requesting Large Value SKUs	Plenty of Fish
Action items requested from Match Group	<ul style="list-style-type: none"> ● Confirmation that \$5K USD limit suffices ● Final list of country + SKU + price combinations for approval

CONFIDENTIAL AND SUBJECT TO NDA

Google Play

Working list: US, CA, AU, FR, UK, NZ, BR, MX

Proprietary and confidential

2, 4, 8 Month Subscription Periods

Launched

Details	Available in Google Play Console (Subscriptions EAP)
Brands requesting 2, 4, 8 Month Subscription Periods	Plenty of Fish
Action Items requested from Match Group	Confirmation that the feature can be adopted without issues

CONFIDENTIAL AND SUBJECT TO NDA

Google Play

Proprietary and confidential

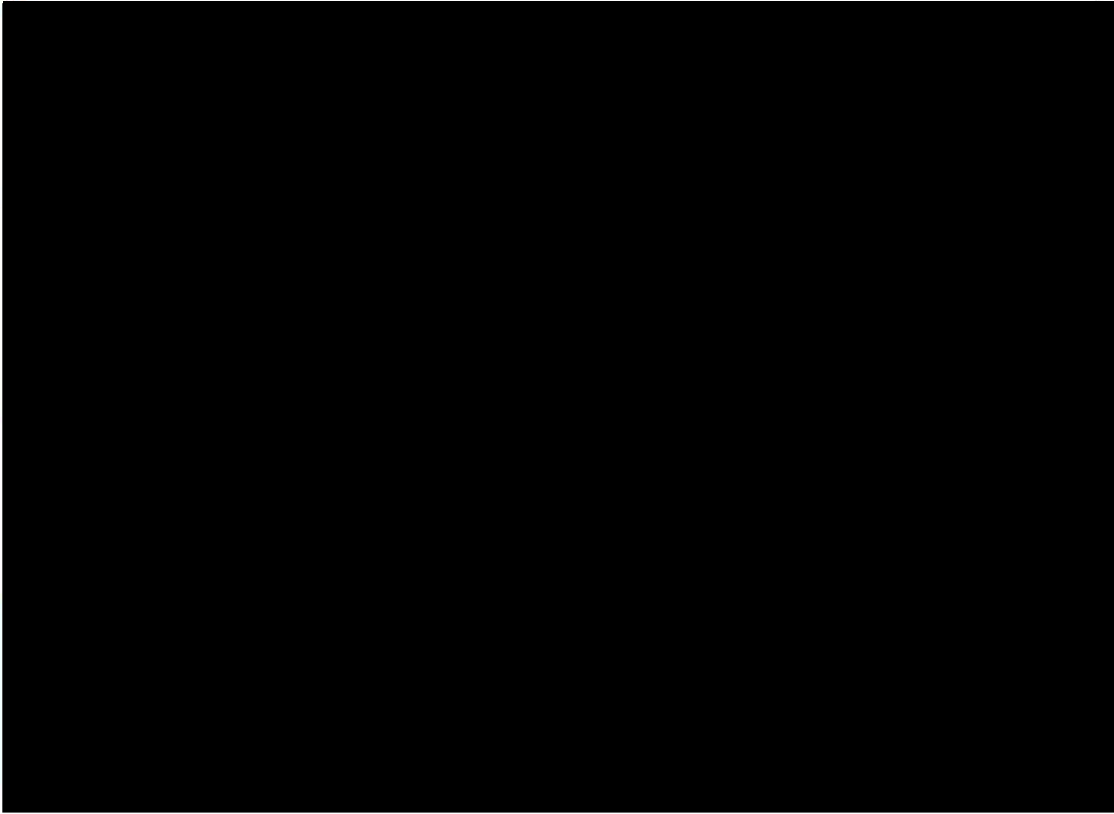
Subscriptions Bundles (multi-line subscription purchases)

Launched EAP on current stack → **EAP Closed** → Now on roadmap for new subscription platform

Details	<p>Play launched Subscription Bundles EAP, which has since closed:</p> <ul style="list-style-type: none"> ● Google built a solution in Q22021 on current subscriptions stack ● Google made the feature available to Match via EAP in July, 2021 ● Match did not test the feature ● EAP on current platform has closed <p>The feature is now on the roadmap for launch in the new subscription platform. Can include Match in EAP once available.</p>
Brands requesting Subscription Bundles	Match.com
Action items requested from Match Group	N/A

CONFIDENTIAL AND SUBJECT TO NDA

Google Play



Proprietary and confidential

One Day Prepaid Plans

Solution proposed and available

Details	<p>One Day Prepaid Plans - with top ups - are available in the new subscription platform (EAP)</p> <ul style="list-style-type: none">● The prepaid plans functionality has been available since Q42021● Prepaid plans require the new subscription platform EAP and latest Play Billing Library
Brands requesting One Day Prepaid Plans	TBD
Action items requested from Match Group	<ul style="list-style-type: none">● List of brands that need the One Day Prepaid Plans feature● Functional review by all brands that need this feature

CONFIDENTIAL AND SUBJECT TO NDA

Google Play

Proprietary and confidential

Google has Provided (or Planned) Solves for Mutually Prioritized Product Asks

Mutually prioritized gating features Shared tracker	Additional FOPs	Launched (or launching imminently)
	Large value SKUs	Launched (pending approval of SKUs)
	2, 4, 8 month subscription periods	Launched
	Subscription bundles	Launched EAP, since closed; feature on roadmap for new platform
Mutually prioritized fast follow features Shared tracker	[REDACTED]	[REDACTED]
	One day prepaid plans	Solution proposed and available

CONFIDENTIAL AND SUBJECT TO NDA

Google Play



Google Confidential

Sell your subscriptions the way you want to

Increased flexibility

- Create customized offers across the subscription lifecycle
- Determine user eligibility however you'd like
- Unlock new markets with prepaid plans and top-ups

Decreased complexity

- Create multiple offers per subscription - no need for redundant SKUs
- Reduce the need for app updates by using offer tags
- Change prices without affecting existing subscriptions

CONFIDENTIAL AND SUBJECT TO NDA

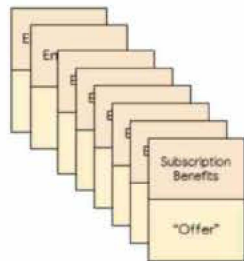
Google Play

Google Confidential

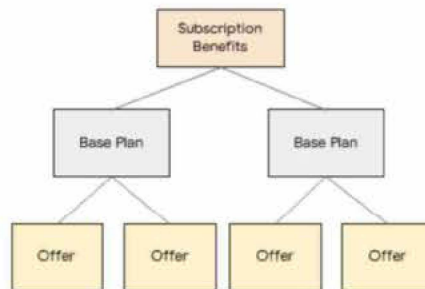
The foundation: selling a subscription in multiple ways

We're separating what is purchased, from how it's purchased

Today: simulate offers by creating mostly-redundant SKUs. Difficult to implement and scale.



New: each subscription can have multiple base plans and offers



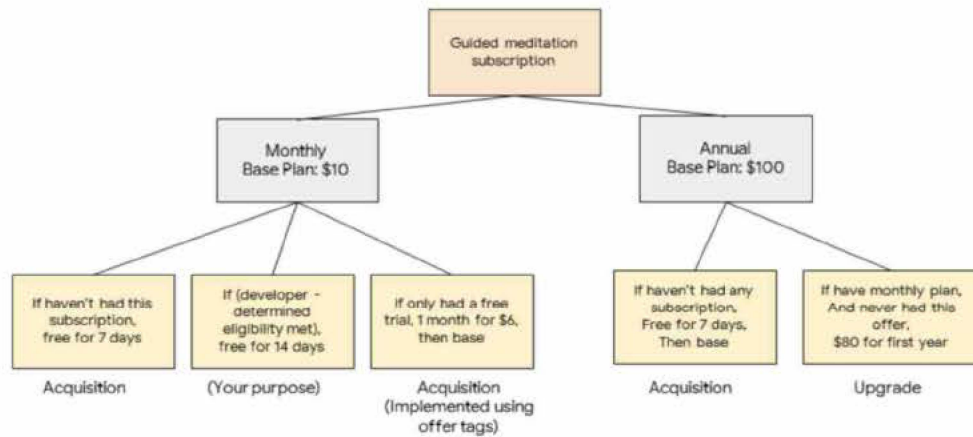
CONFIDENTIAL AND SUBJECT TO NDA

Google Play

Google Confidential

Example offer configuration

Directly reflects your intent. Reduces implementation and operational complexity.



CONFIDENTIAL AND SUBJECT TO NDA

Google Play

Google Confidential

Offers in Play Console

Simple, scalable workflow

- Create multiple base plans and offers per subscription
- Activate and deactivate offers as desired
- Create region-specific offers
- When changing prices, optionally keep existing subscribers at the current price

CONFIDENTIAL AND SUBJECT TO NDA

Google Confidential

Flexible user eligibility, flexible pricing

Subscription offers support a wide range of offer strategies

- 1 **Upgrade and retention offers**
Configure eligibility based on user's current subscription, base plan, and paid duration
- 2 **Multiple free trials**
Choose when to provide users with additional free trials or intro prices
- 3 **Country-level offer availability**
Supports regional offer types and local preferences
- 4 **Prepaid plans and top-ups**
Unlock regions where pay-as-you-go is standard. Provides an alternative to auto-renewing
- 5 **Developer-determined eligibility**
In addition to Play-determined eligibility, you can choose your own eligibility logic

CONFIDENTIAL SUBJECT TO NDA

Google Play

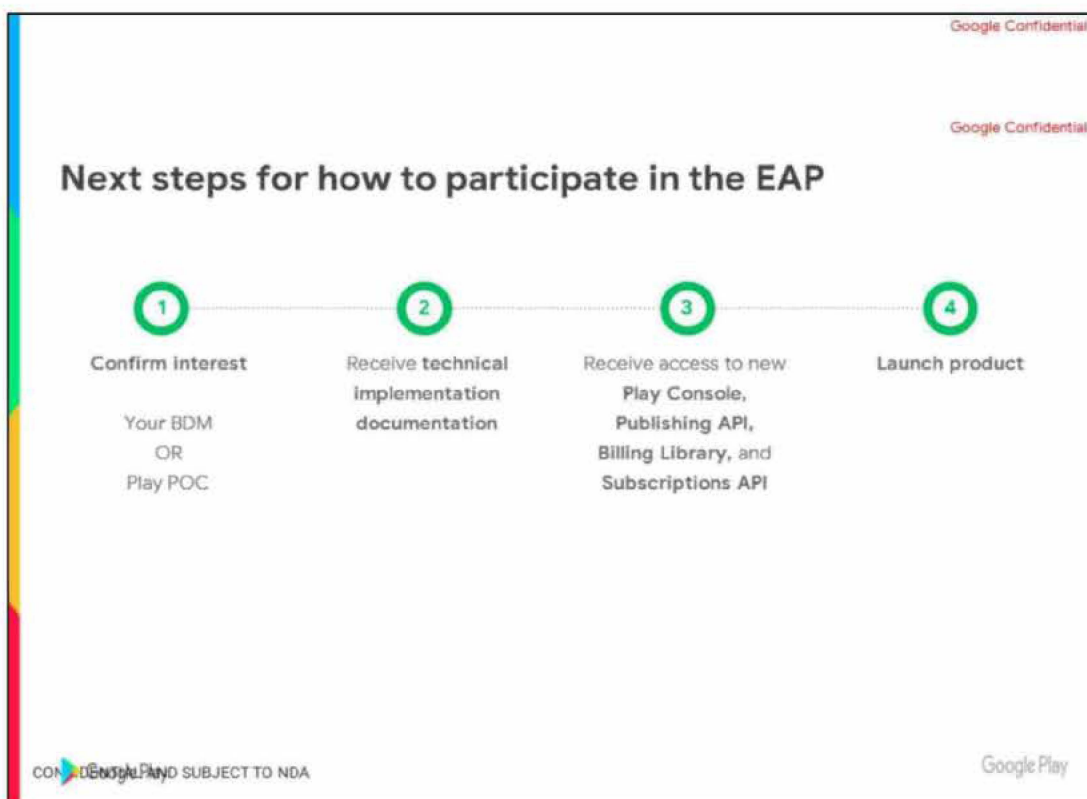
Google Confidential

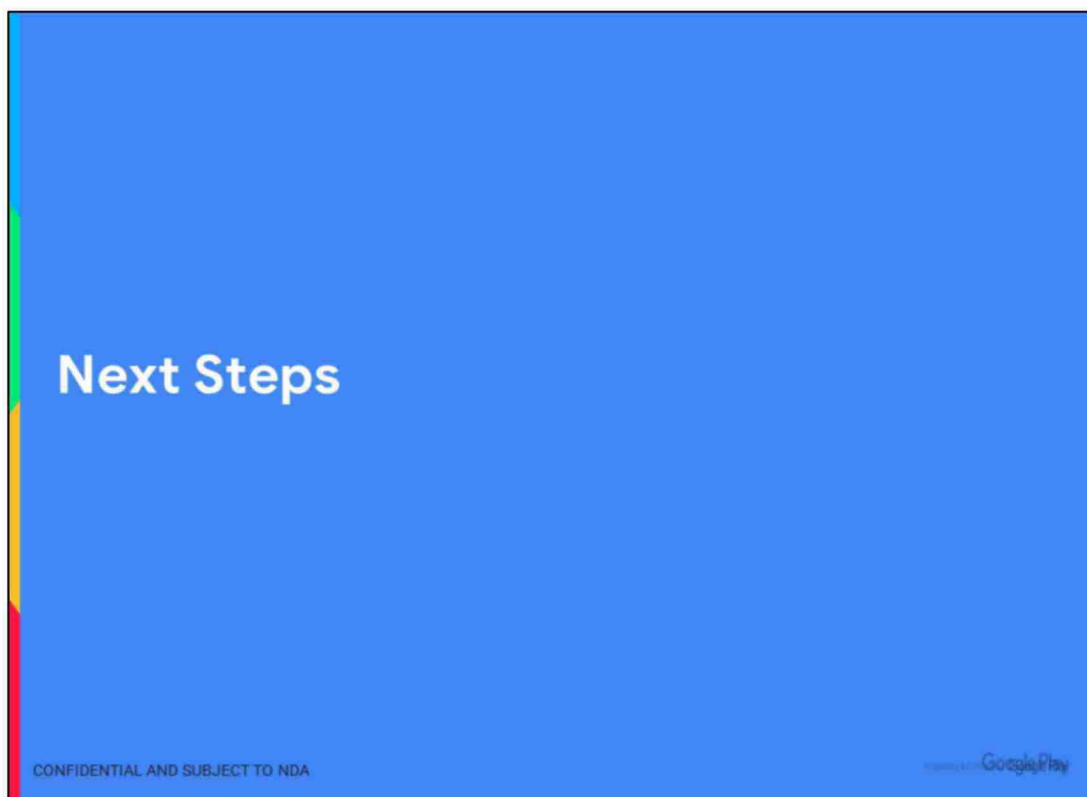
Graceful transition for existing developers

- The new Subscription Platform APIs will become publicly available later this year (PBL 5.0)
- Available now as EAP
 - Play would need to allowlist developer account IDs and Google Cloud Platform project IDs (for backend APIs) for access
- Backwards compatibility means minimal effort is required day one
- Existing SKUs are automatically migrated
- Developer can adopt new features as desired
- Functionality provided via natural extensions of the existing subscription publishing and purchase APIs

CONFIDENTIAL AND SUBJECT TO NDA

Google Play





Google Confidential

Next Steps for Match Group and Google Play Product

1. Match Group feedback requested for
 - ☐ Large value SKUs
 - ☐ 2, 4, 8 Month Subscription Periods
 - ☐ [REDACTED]
 - ☐ One Day Pre-Paid Plans
2. Match Group to share whether its brands are interested in partaking in the new Subscription Platform EAP. If interested:
 - ☐ Share Google Cloud Platform project ID for endpoint access allowlisting
 - ☐ Provide developer account ID for migration of SKUs (Play to migrate)

CONFIDENTIAL SUBJECT TO NDA

Google Play



Proprietary and confidential



Match Requested Feature	Availability in EAP
Terms: 3 months +	✓
Discounted pricing for >1-month subscription	✓
Monthly payment schedule (no flexibility)	✓
Revenue realization - up-front or rolling (varies by Match app/geo)	✓ (rolling only)
Drop the "debt" if a user cannot be recovered (varies by Match app/geo)	✓ (will not vary)
Recovery: use a broader timeframe, including a Grace Period	✓
Recovery: Interventions such as in-app messaging, emails, etc.	✓
Recovery: No debt "holdover" if a user is recovered after Grace Period	✓
Voluntary Cancellation winback offers	TBD
Upgrade / downgrade to a new plan	TBD

Important note: The features listed above represent the current design plans for the first release and are subject to change

CONFIDENTIAL AND SUBJECT TO NDA

Google Play